

# **ATARI® HOME COMPUTERS 1982 ADVERTISING PLANS**

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Atari, Inc. will promote ATARI Home Computer sales in 1982 with a year-round advertising campaign on the largest scale ever undertaken by a home computer manufacturer.

Under the new slogan, "We've Brought The Computer Age Home,"™ the 1982 Atari advertising will include a major network television campaign, as well as spot TV and major national magazines throughout the year.

**TARGET AUDIENCE:** Men, ages 25-49, college-educated, \$30,000 and above income, with children ages 6-17.



# **CONSUMER ADVERTISING**

## **TELEVISION**

Award winning 60-second and 30-second TV commercials will air on all three networks in spot TV markets and on major Cable TV networks, including ESPN, Cable News Network and USA Network.

## **CONSUMER MAGAZINES**

Two-page, four-color ads will appear in over 25 leading consumer magazines. Our consumer advertising schedule includes the following publications:

TIME	ATLANTIC	VIDEO REVIEW
NEWSWEEK	GAMES	STEREO REVIEW
SPORTS ILLUSTRATED	DISCOVER	SCIENCE DIGEST
POPULAR SCIENCE	BOATING	OMNI
MONEY	SCIENCE '82	RUNNER'S WORLD
NEW YORKER	SKIING	TENNIS
SATURDAY REVIEW	GOLF DIGEST	POPULAR
U.S. NEWS AND WORLD REPORT	ESQUIRE	PHOTOGRAPHY

## **CONSUMER ADVERTISING SCHEDULE**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Spot TV												
Network TV												
Cable TV												
Consumer Magazines												

The ATARI Home Computer Division's consumer advertising campaign will generate over 1.7 billion impressions and will reach 99% of our target audience an average of 21 times each! The campaign will generate 2100 gross rating points.

## **SPECIAL INTEREST MARKETS**

# EDUCATION MARKET

Atari will provide strong support for the education market with two-page, four-color ads during key buying periods in all major educational publications.

The Atari advertising campaign will appear in the following publications:

# INSTRUCTOR LEARNING ELECTRONIC LEARNING MATHEMATICS TEACHER COMPUTING TEACHER ELECTRONIC EDUCATION CURRICULUM PRODUCT REVIEW

ELECTRONIC EDUCATION  
T.H.E. JOURNAL  
SCHOOL PRODUCT NEWS  
CLASSROOM COMPUTER  
NEWS  
EDUCATIONAL COMPUTER

# COMPUTERIST MARKET

Full-page four-color ads in these leading computer publications will highlight the many advanced features of ATARI Home Computers.

# SCIENTIFIC AMERICAN BYTE INTERFACE AGE CREATIVE COMPUTING POPULAR COMPUTING

# POPULAR ELECTRONICS PERSONAL COMPUTING COMPUTE! HIGH TECHNOLOGY SPECTRUM

## **SPECIAL INTEREST MAGAZINE ADVERTISING SCHEDULE**

## YELLOW PAGES

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Atari's national Yellow Pages Program provides retailers the opportunity to list their stores in local directories. *The cost of all trade-mark advertising will be covered by Atari.* Retailer participation in this program is voluntary.

## CO-OP ADVERTISING

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Atari will continue to offer retailers a strong Co-op Advertising Program in 1982.

- 5% co-op accrual on net purchases directly from Atari; 4% co-op accrual on net purchases through distributors
- 100% reimbursement with proof of performance
- All paid media and collateral materials qualify for reimbursement. (See Co-op Advertising Program for complete details.)

Atari will also provide retailers with new television and radio commercials for use in co-op advertising. These 60-second and 30-second commercials have been specially edited for co-op use. To order copies of broadcast or print materials, please follow the order procedures outlined in the co-op advertising section of the Retail Sales Manual.

Also available through the Atari Home Computer Advertising Department is a wide variety of ad slicks for newspaper advertising.

# ATARI CORPORATE ADVERTISING

Atari will provide additional advertising support with a major corporate advertising campaign which features ATARI Home Computers.

The new Atari corporate ad campaign will include network television and major consumer magazines.

## TELEVISION

Spectacular 60-second and 30-second commercials will appear throughout the year on network and cable television programs in primetime, sports and news programming.

## CONSUMER MAGAZINES

Two-page, four-color ads will highlight the many facets of Atari, from video games to home computers, in the following magazines:

TIME  
NEWSWEEK  
SPORTS ILLUSTRATED  
MONEY  
DISCOVER

FORBES  
FORTUNE  
NEW YORKER  
SCIENTIFIC AMERICAN  
TECHNOLOGY ILLUSTRATED

## CORPORATE ADVERTISING SCHEDULE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Television												
Magazines												

Atari's corporate consumer advertising campaign will generate over 1.2 billion impressions, reach 99% of our target audience 15 times each, and generate 1,515 gross rating points.



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